

CONTRACT




KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Laird Christianson Advertising, Inc
1003 Bishop Street
9th Floor
Pauahi Tower
Honolulu, HI 96813

<u>Contract / Revision</u> 948648 /		<u>Alt Order #</u>
<u>Product</u> Sept 5-9		
<u>Contract Dates</u> 09/05/12 - 09/14/12		<u>Estimate #</u>
<u>Advertiser</u> Caldwell/NP/Mayor		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KITV	<u>Account Executive</u> Chris Pelletier	<u>Sales Office</u> Honolulu
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KITV	09/06/12	09/09/12	KITV 4 News This Morning	5-7am		1:00			NM	1	\$200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$200.00			
2	KITV	09/05/12	09/09/12	5a-5p Rotator	5a-5p		1:00			NM	3	\$240.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--WTF--				3	\$80.00			
3	KITV	09/06/12	09/09/12	GMA M-F	7-9am		1:00			NM	1	\$200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$200.00			
4	KITV	09/06/12	09/09/12	KITV News At 5	5-5:30pm		1:00			NM	2	\$1,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				2	\$600.00			
5	KITV	09/05/12	09/05/12	KITV News At 6	6-6:30pm		1:00			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--1----				1	\$1,000.00			
6	KITV	09/06/12	09/09/12	KITV News At 10	10-1035pm		1:00			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TF--				1	\$1,000.00			
N 7	KITV	09/06/12	09/09/12	M-Sun Prime ROS	7-10pm M-Sa/6-10		1:00			NM	4	\$2,160.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---TFSS				4	\$540.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Contract / Revision	Alt Order #
948648 /	

Contract Dates	Product	Estimate #
09/05/12 - 09/14/12	Sept 5-9	

Advertiser	Original Date / Revision
Caldwell/NP/Mayor	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
3	KITV	09/03/12-09/09/12		M-Sun Prime ROS	7-10pm M-Sa/6-10	----ThFSaSu	1:00		\$540.00	NM		
See MG 7.5												
5	KITV	09/12/12-09/14/12		M-Sun Prime ROS	7-10pm M-Sa/6-10	----ThF----	1:00		\$540.00	NM		
Ⓜ MG for 7.3 09/08												
1x spot lost Sat 9/8 due to ABC sports overrun, MG 9/12-14 on line 7												
8	KITV	09/06/12	09/09/12	ABC College Football #2	ABC College Footb		1:00			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----1- 1 \$800.00												
9	KITV	09/06/12	09/09/12	KITV News At 5	Sa/Su 5-5:30pm		1:00			NM	1	\$600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----1- 1 \$600.00												
10	KITV	09/06/12	09/09/12	KITV4 NewsThis Morn Sa/SuKITV4 NewsThis M			1:00			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----SS 1 \$200.00												
11	KITV	09/05/12	09/05/12	KITV 4 News This Morning	5-7am		1:00			NM	1	\$200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --1----- 1 \$200.00												
Totals											17	\$7,800.00*

*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/14/12	17	\$7,800.00	\$6,630.00	\$312.41	\$6,942.41
Totals	17	\$7,800.00	\$6,630.00	\$312.41	\$6,942.41

Signature: _____ Date: _____

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Contract / Revision 948887 /		Alt Order #
Product Sept 10-14		
Contract Dates 09/10/12 - 09/14/12		Estimate #
Advertiser Caldwell/NP/Mayor		Original Date / Revision 09/05/12 / 09/05/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive Chris Pelletier	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KITV	09/10/12	09/14/12	KITV 4 News This Morning	5-7am		1:00			NM	2	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				2	\$200.00			
2	KITV	09/10/12	09/14/12	5a-5p Rotator	5a-5p		1:00			NM	3	\$240.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$80.00			
3	KITV	09/10/12	09/14/12	GMA M-F	7-9am		1:00			NM	2	\$400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				2	\$200.00			
4	KITV	09/10/12	09/14/12	KITV News At 5	5-5:30pm		1:00			NM	1	\$600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				1	\$600.00			
5	KITV	09/10/12	09/14/12	KITV News At 6	6-6:30pm		1:00			NM	2	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				2	\$1,000.00			
6	KITV	09/10/12	09/14/12	M-Sun Prime ROS	7-10pm M-Sa/6-10p		1:00			NM	3	\$1,620.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				3	\$540.00			
7	KITV	09/10/12	09/14/12	KITV News At 10	10-1035pm		1:00			NM	2	\$2,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	MTWTF--				2	\$1,000.00			
Totals											15	\$7,260.00

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